

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS:**

1. (Currently Amended) A method for providing advertising content together with freely distributed enabling electronic content to a user, the method comprising:

providing said electronic content to an executable program adapted to read said electronic content, said electronic content having associated therewith a user right, said user right being either a restricted right or an unrestricted right to be provided said electronic content;

determining if said user right is a restricted right or an unrestricted right ~~in said content; and~~

if said user right is a restricted right, invoking an executable module attached to said executable program to obtain at least one electronic advertisement, presenting said at least one electronic advertisement to said user and providing said electronic content to said user in the event said user right is indicative of a restricted right; and

if said user right is an unrestricted right, providing said electronic content to said user.

2. (Currently Amended) A method as set forth in claim 1 wherein said invoking step includes:

connecting to a remote advertisement server; and

receiving said electronic advertisement from said advertisement server;  
and  
~~presenting said electronic advertisement to a user.~~

3. (Original) A method as set forth in claim 2 wherein said executable module connects to said server.

4. (Original) A method as set forth in claim 2 wherein said executable module causes execution of a web browser program to connect to said server.

5. (Original) A method as set forth in claim 2, wherein said advertisement is presented to said user at least occasionally, but during at least certain other times, no advertisement is presented.

6. (Original) A method as set forth in claim 2 wherein said presenting includes displaying said advertisement on video user interface.

7. (Original) A method as set forth in claim 2 wherein said presenting includes playing said advertisement through an audio user interface.

8. (Original) A method as set forth in claim 2 wherein said advertisement is a sequence of advertisements presented substantially throughout use of said executable program.

9. (Original) A method as set forth in claim 2 wherein said advertisement is presented at periodic intervals.

10. (Currently Amended) A method as set forth in claim 1 wherein said determining includes:

controlling the execution environment of said executable program, said

controlling including:

redirecting with a control module such that a call made by said executable program to file access functions to obtain said electronic content is first directed to said to a control module; and

determining by said control module said user right, ~~said executable module being invoked by said control module in the event said restricted right is indicated;~~ and said providing said electronic content to said user includes:

making said call to access said electronic content by said control module;

obtaining said electronic content by said control module; and

transmitting said electronic content to said executable program through said control module.

11. (Original) A method as set forth in claim 10 further comprising: encrypting said content; and decrypting said content substantially concurrently with said obtaining step.

12. (Original) A method as set forth in claim 1 wherein said executable program is a media player.

13. (Original) A method as set forth in claim 1 wherein said executable module is a shared library.

14. (Original) A method as set forth in claim 1 wherein said call is made to content residing on a computer network.

15. (Original) A method as set forth in claim 1 wherein said call is made to content provided through a streaming socket connection.

16. (Currently Amended) A method for providing advertising content together with freely distributed enabling electronic content to a user, the method comprising:

providing an executable program operative to access and retrieve said electronic content;

controlling the execution environment of ~~an~~ said executable program, said controlling including:

redirecting with a control module such that a call made by said executable program, to file access ~~functions to obtain~~ said electronic content is ~~first directed to said,~~ to a control module;

determining, by said control module, a user right to access of said electronic content, said user right being either a restricted right or an unrestricted right;

if said user right is a restricted right, invoking, by said control module, an executable module attached to said executable program to obtain at least one electronic advertisement ~~in the event said restricted right is indicated~~ and presenting said electronic advertisement to said user;

making said call to access said electronic content by said control module;

obtaining said electronic content by said control module;  
and

transmitting said electronic content to said executable program through said control module.

17. (Currently Amended) A method as set forth in claim 16 wherein said invoking step includes:

connecting to a remote advertisement server; and  
receiving said electronic advertisement; ~~and presenting said electronic advertisement to a user.~~

18. (Original) A method as set forth in claim 17 wherein said executable module connects to said server.

19. (Original) A method as set forth in claim 17 wherein said executable module causes execution of a web browser program to connect to said server.

20. (Original) A method as set forth in claim 17 wherein said advertisement is presented to said user at least occasionally, but during at least certain other times, no advertisement is presented.

21. (Original) A method as set forth in claim 17 wherein said presenting includes displaying said advertisement on video user interface.

22. (Original) A method as set forth in claim 17 wherein said presenting includes playing said advertisement through an audio user interface.

23. (Original) A method as set forth in claim 17 wherein said advertisement is a sequence of advertisements presented substantially throughout use of said executable program.

24. (Original) A method as set forth in claim 17 wherein said advertisement is presented at periodic intervals.

25. (Original) A method as set forth in claim 16 further comprising: encrypting said content; and decrypting said content substantially concurrently with said obtaining step.

26. (Original) A method as set forth in claim 16 wherein said executable program is a media player.

27. (Original) A method as set forth in claim 16 wherein said executable module is a shared library.

28. (Original) A method as set forth in claim 16 wherein said call is made to content residing on a computer network.

29. (Original) A method as set forth in claim 16 wherein said call is made to content provided through a streaming socket connection.

30. (New) A method for subsidizing a web site for freely providing electronic content to users, the method comprising:

offering for sale to users, by or on behalf of said web site, a right to use said electronic content free of being exposed to advertising material; and

upon requesting use of said electronic content by a user,

providing said content to said user if said user has purchased said right, otherwise

exposing said user to advertising material along with providing said content to said user.

31. (New) A method as set forth in claim 30, wherein said advertising material is provided by an advertisement server.

32. (New) A method as set forth in claim 30, wherein said advertising material is displayed visually.

33. (New) A method as set forth in claim 30, wherein said advertising material is presented audibly.

34. (New) A method as set forth in claim 30, wherein said advertising material is presented to said users in said second plurality of users at least occasionally.

35. (New) A method as set forth in claim 30 wherein said advertising material is presented at periodic intervals.